



CULTURE
BUILDS
FLORIDA

FLORIDA DIVISION *of*
CULTURAL AFFAIRS



Florida Department of State,
Division of Cultural Affairs

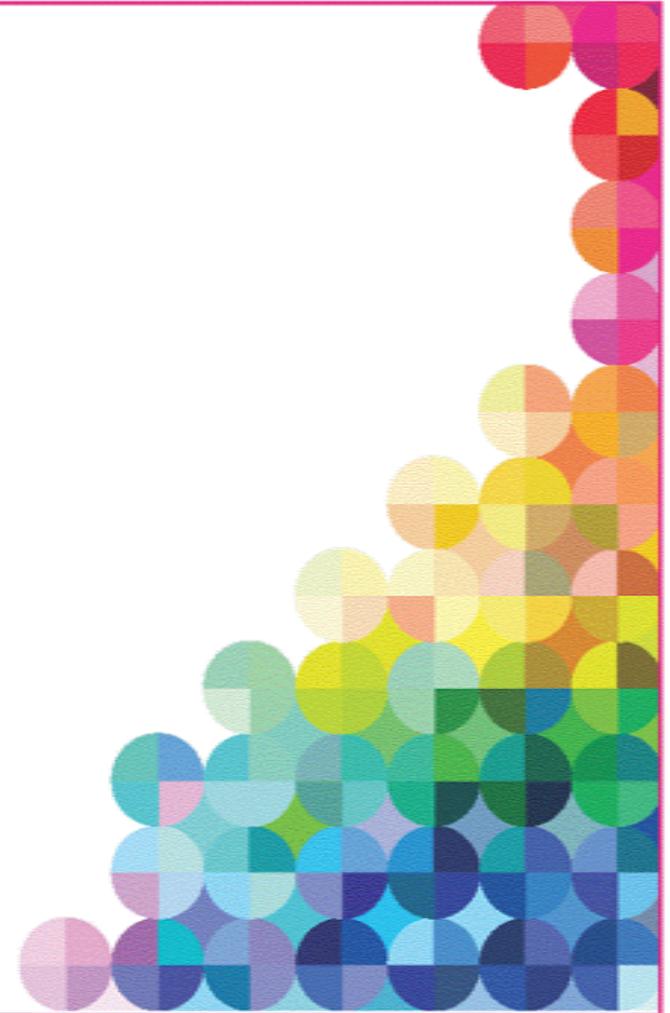
STRATEGIC PLAN

December 2015



Agenda

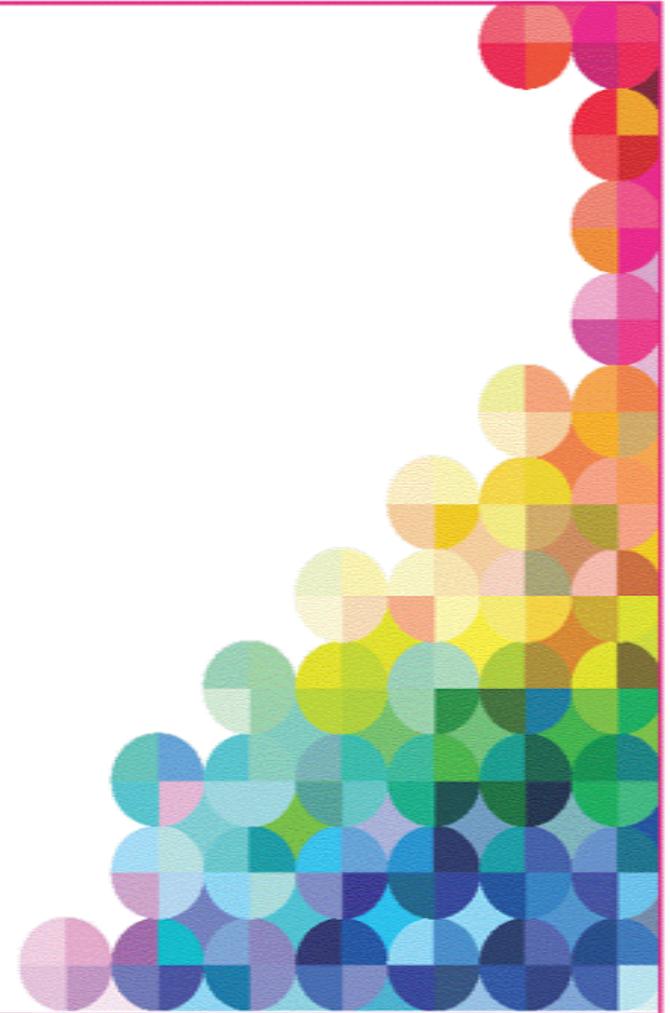
- I. Introductions & Welcome
- II. About the Strategic Plan
- III. The Planning Process
- IV. Core Plan Elements
- V. Action Planning Process
- VI. New Initiatives
- VII. Discussion
- VIII. Staying Involved & Next Steps



About the Strategic Plan

The Strategic Plan was developed over the period of a year, and was launched in February, 2015 at the Convening Culture Conference.

Its purpose is to guide the Division's activities for the next five years.



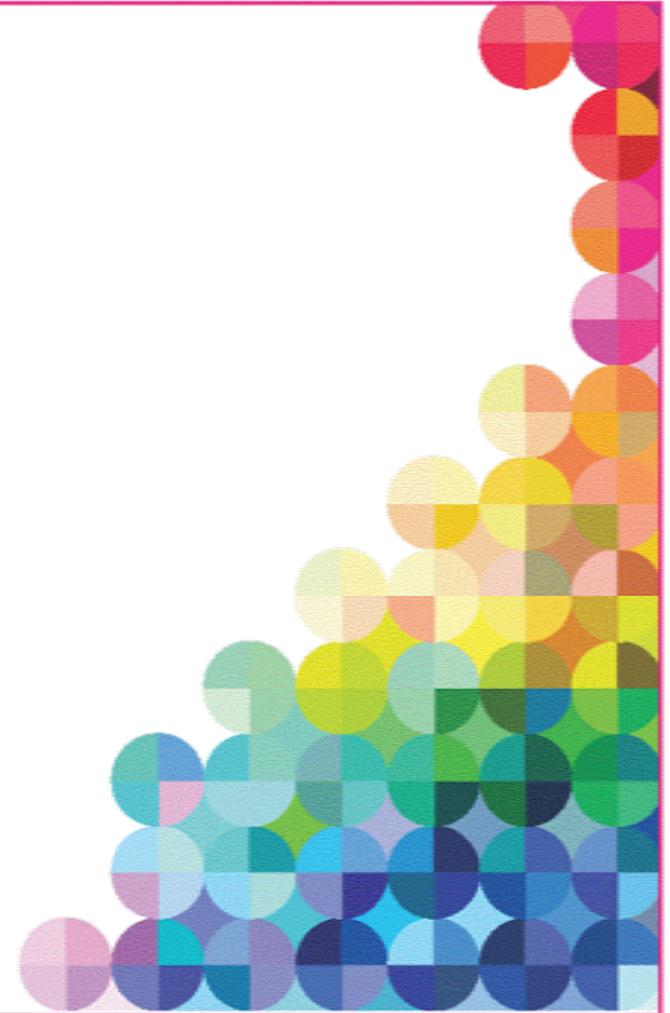
The Planning Process

- Led by 15 individuals from Florida's cultural landscape
- Three DCA staff
- Focus areas across all activities:
 - Vision
 - Mission
 - Core Values
- Listening Sessions across the state



What We Learned

- The Division should be more than a granting agency
- Connectivity
- A need to clarify the role of the Division
- Collaboration with the Tourism Industry



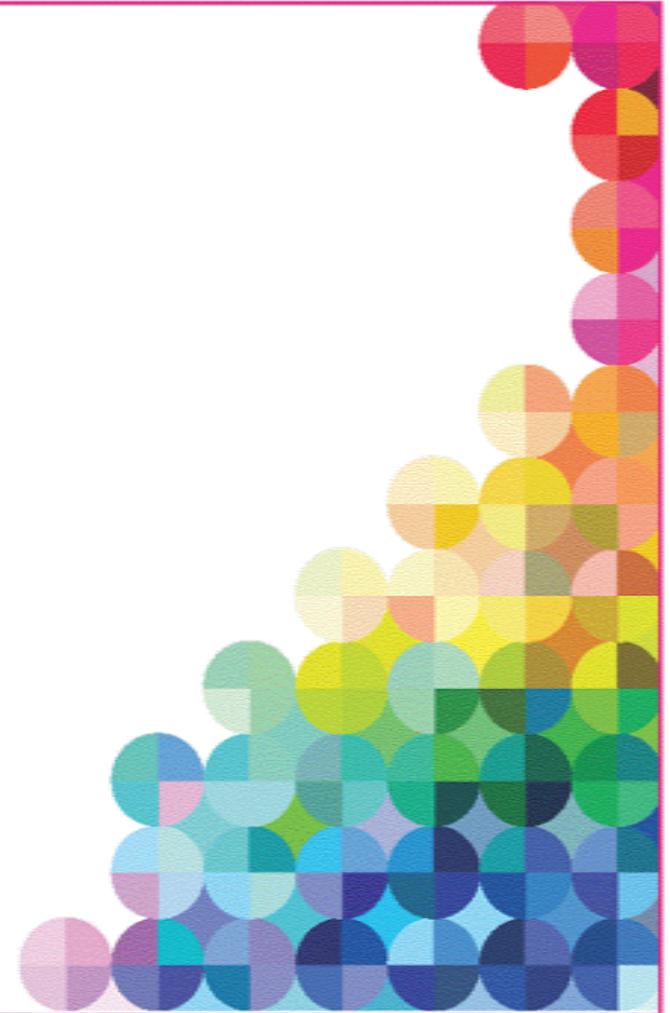
GOALS

- Building the economy and creative industries
- Enhancing education through arts and culture
- Advancing leadership in arts and culture in the state and nation
- Promoting healthy, vibrant, and thriving communities
- Advancing sense of place and identity



CORE PLAN ELEMENTS

- Mission & Vision
- Goals
- Core Values
- Key Strategic Issues



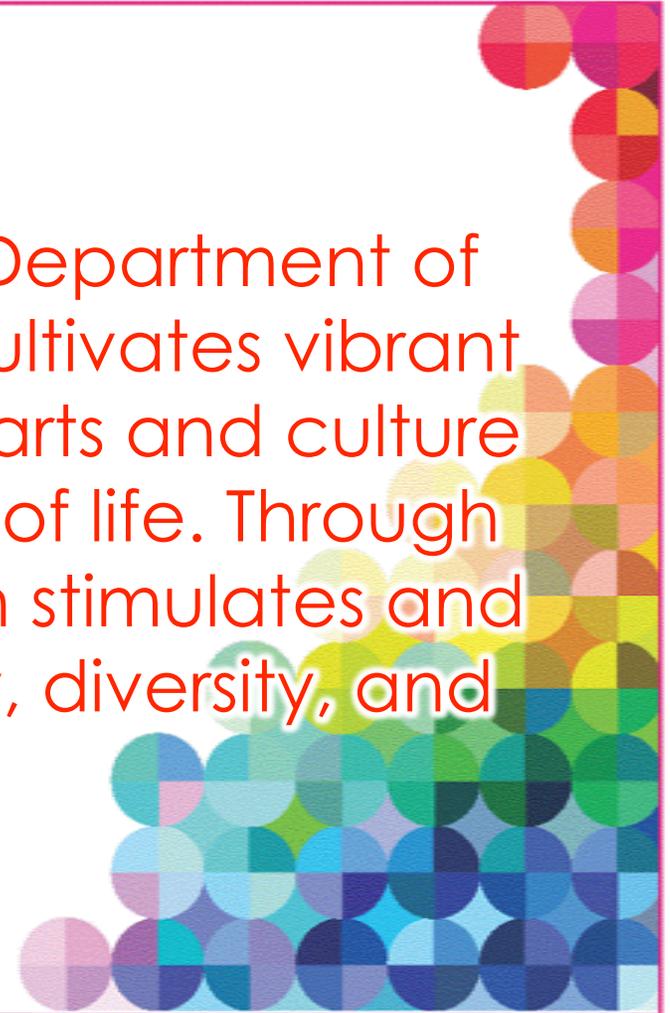
MISSION

Advance, support, and promote arts and culture to strengthen the economy and quality of life for all Floridians



VISION

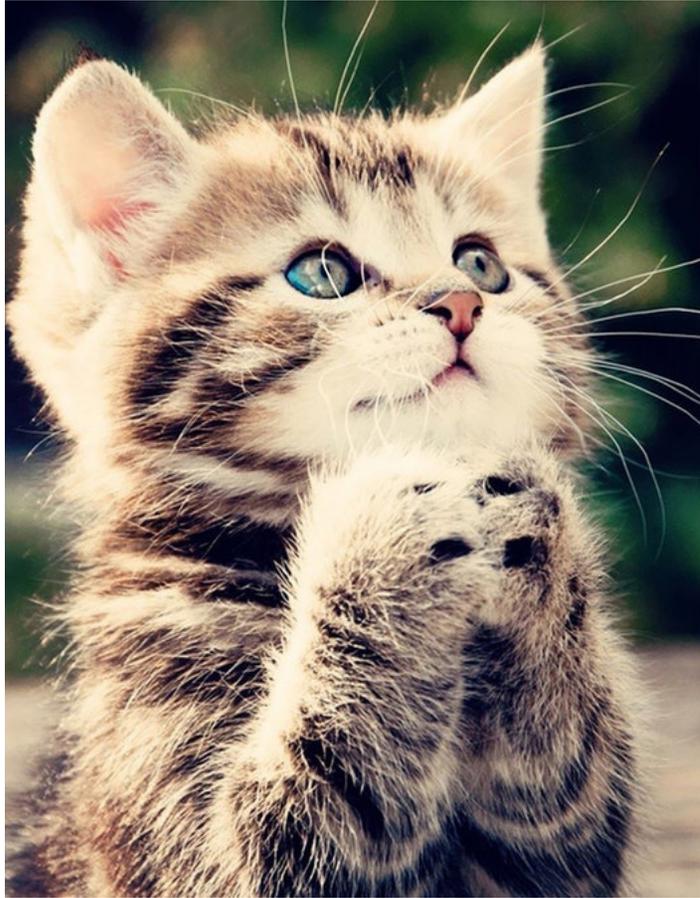
As a national leader, the Florida Department of State Division of Cultural Affairs cultivates vibrant and thriving communities where arts and culture are integrated into every aspect of life. Through broad collaborations, the Division stimulates and advances the creative economy, diversity, and well-being for all Floridians.



CORE VALUES

- We are committed to fostering vibrant and healthy communities by supporting arts and culture.
- We are committed to a culture of creativity and innovation.
- We are committed to providing the highest levels of service and guidance.
- We are committed to teamwork and collaboration in everything we do.
- We are committed to creating trust through open communication, transparency, and respect.
- We believe that our work has meaning, impact, and value.





KEY STRATEGIC ISSUES

- Sustainability
- Partnerships/Collaborations
- Marketing/Communications
- Value of the Impact of Florida Artists/Elevating their Role as Leaders



Sustainability

~How does the Division remain relevant?

- Assess the assets and needs of the arts and cultural organizations especially around grants and their panelists.
- Mobilize the cultural industry to promote the impact of arts and culture on the State of Florida and its economy.
- Clarify and enhance the role of the Division of Cultural Affairs and its advisory groups.



Sustainability

~How does the Division remain relevant?

- Align DCA organizational culture around strategy.
- Evaluate grants process.
- Lead the cultural industry to develop and sustain programming that reflects Florida's cultural diversity.



Partnerships/Collaboration

~How do we create more value and impact for our community and our industry through strategic partnerships?

- Identify and develop strategic partners and regularly assess partnerships.
- Build a rich environment for collaboration starting with internal stakeholders.
- Develop a clearinghouse for partnerships to help make connections for the arts and cultural community.
- Develop strategy to increase awareness of the importance of arts education.



Marketing/Communications

~How do we build awareness and strengthen engagement around arts and culture in Florida?

- Develop and implement an integrated, coordinated marketing communications plan for targeted audiences including tourism and economic development.
- Develop a comprehensive, integrated campaign to brand the State of Florida as a state defined by arts and culture and a major cultural destination.



Value of the Impact of Florida Artists/ Elevating their Role as Leaders

~How do we support, promote, and elevate the role of artists in Florida?

- Develop a dynamic and engaging funding and recognition program for artists at varying career levels.
- Encourage investments in meaningful professional development opportunities for Florida artists.
- Motivate local communities to establish and sustain programs serving artists.
- Foster leadership for Florida artists by encouraging participation of artists in decision-making, advocacy, and program leadership.



ACTION PLANNING PROCESS

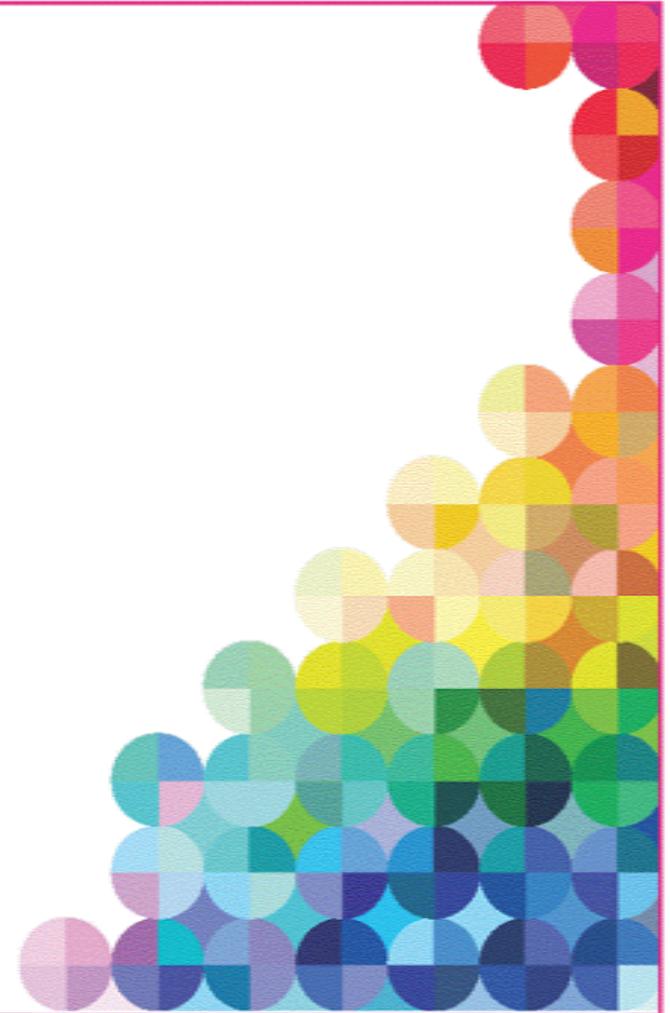
- Action Planning Teams were appointed in each of the four Key Strategic Issues. These teams met from February – April to discuss and determine the best way for the Division to approach each strategy identified in the Plan.
- Teams were led by Division staff members.
- Recommendations were approved by the Secretary of State's Office in August 2015.



NEW INITIATIVES

Diversity & Inclusion Awards

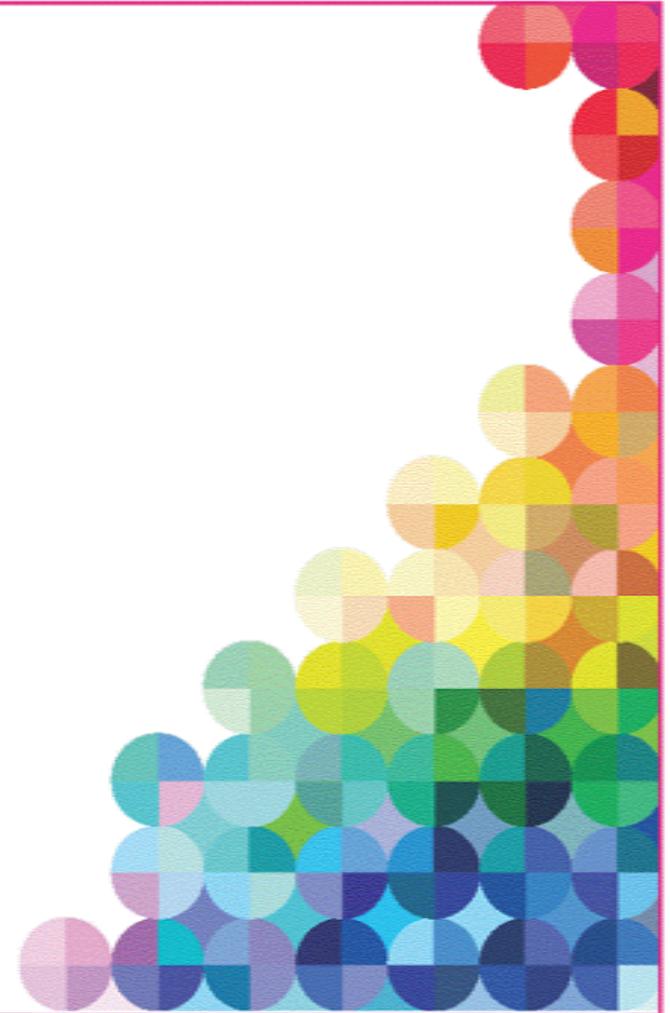
- Demographic Diversity
- Socioeconomic Diversity
- Cultural Heritage
- Sexual Orientation
- Age
- Accessibility



NEW INITIATIVES

Diversity & Inclusion Awards

- Initiative with Minimal Resources
- Sustained Achievement
- Extra Mile
- Innovation Award
- Collaboration Award



NEW INITIATIVES

Individual Artist Grants

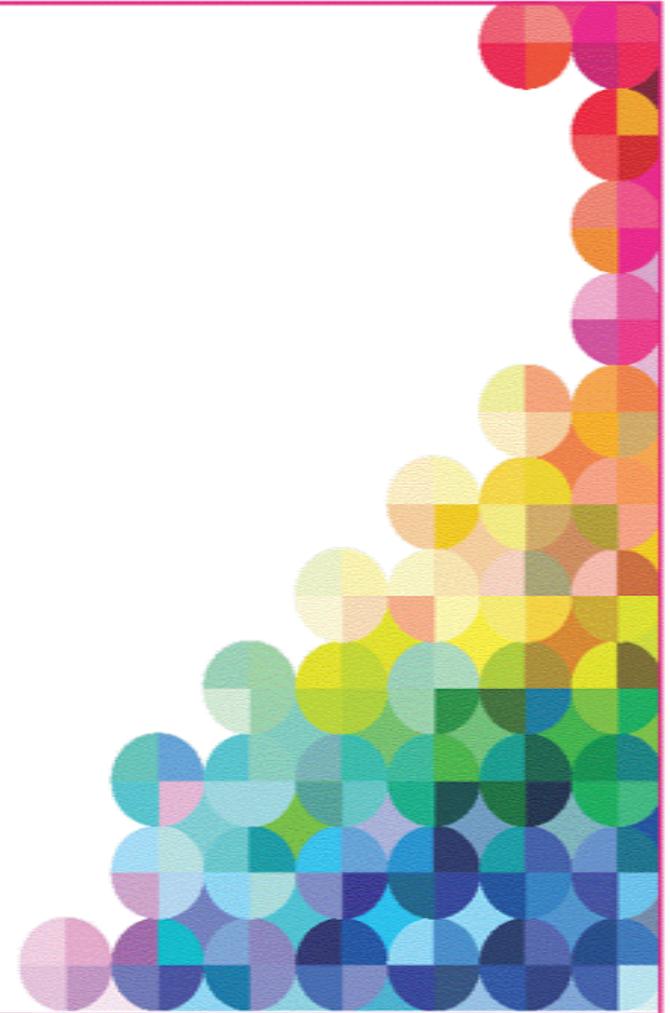
- More flexible
- More relevant to artists and their career
- Three funding categories



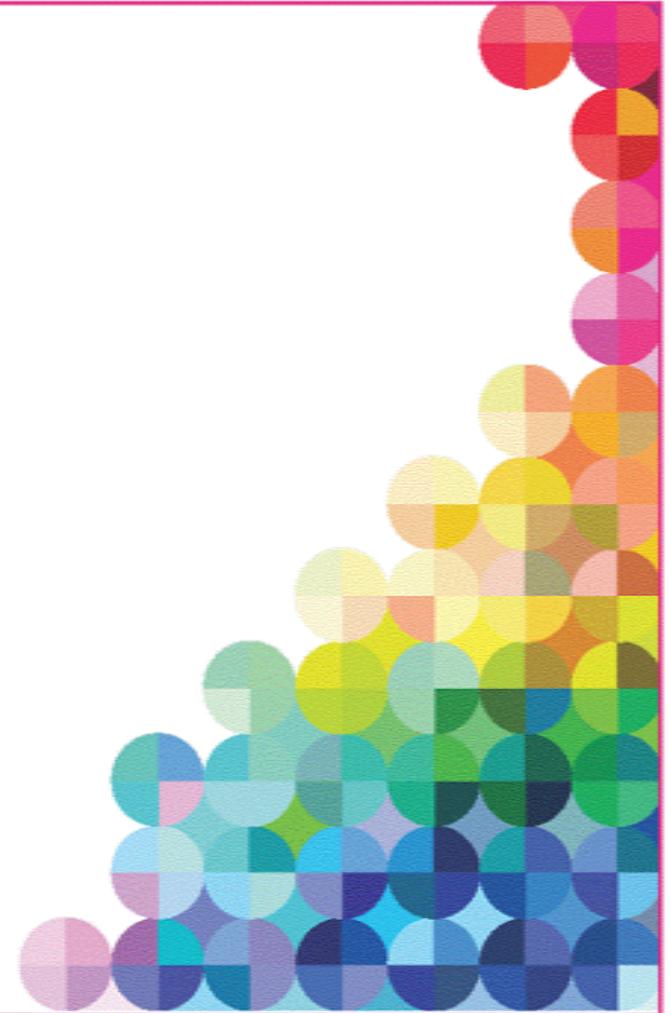
NEW INITIATIVES

Toolkit and Marketing Initiatives

- Grantee Toolkit
- Marketing Initiatives: Music Tours



QUESTIONS & DISCUSSION



STAYING INVOLVED & NEXT STEPS





The mission of the Florida Division of Cultural Affairs is to advance, support, and promote arts and culture to strengthen the economy and quality of life for all Floridians.

